

ABSTRACT

General electronic program information described on a general level and individual electronic program information described on an individual level are prepared according to electronic program information of a channel service of a broadcast service provider for each channel service according to electronic program information degree of detail setting information. The electronic program information degree of detail setting information indicates a degree of detail for the contents of the individual electronic program information described on an individual level and a degree of detail for contents of the general electronic program information described on a general level. The general level corresponds to a low degree of detail, and the individual level corresponds to a high degree of detail. One piece of individual electronic program information of a particular channel service and pieces of general electronic program information of channel services, other than the particular channel service, are multiplexed and transmitted to each viewer. Accordingly, the general electronic program information and the individual electronic program information can be transmitted while effectively using a data transmission band.